

UNITED STATES OF AMERICA  
POSTAL REGULATORY COMMISSION  
WASHINGTON, DC 20268-0001

Before Commissioners:

Michael Kubayanda, Chairman;  
Ashley E. Poling, Vice Chairwoman;  
Mark Acton;  
Ann C. Fisher; and  
Robert G. Taub

Large-Size First-Class Mail Presort  
Postcard

Docket No. MC2021-104

NOTICE AND ORDER CONCERNING UPDATE TO THE MAXIMUM SIZE LIMIT FOR  
PRESORTED FIRST-CLASS MAIL POSTCARDS

(Issued June 24, 2021)

I. INTRODUCTION

On June 23, 2021, the Postal Service filed a Notice with the Commission pursuant to 39 CFR 3040.211 to change the size limitations for presorted First-Class Mail postcards in Section 1110 in the Market Dominant Product List in the Mail Classification Schedule (MCS).<sup>1</sup> In addition to its Notice, the Postal Service filed the following document:

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<sup>1</sup> Notice of the United States Postal Service of Update to the Maximum Size Limit for Presorted First-Class Mail Postcards, June 23, 2021, at 1 (Notice).

- Attachment 1 to the Notice — Revisions to Mail Classification Schedule of applicable parts of Section 1110 Presorted Letters/Postcards of the MCS language.

The Postal Service proposed to “update the maximum size limit for presorted [First-Class Mail] FCM postcards, so that it would be 9 inches length by 6 inches height, instead of the current 6 inches length by 4 ¼ inches height.” Notice at 2. The Postal Service describes the proposed changes as a result of the Postal Service’s outreach to mailers, who indicated that “postcards are an effective engagement and information tool, and the larger presorted postcard size would allow commercial mailers to capitalize on recipients’ attention for promotion and information purposes,” increasing the overall utility of postcards to mailers. *Id.* at 3.

The Postal Service describes the impact of the proposed changes on the users of First-Class Mail postcards as an expansion of the options available to commercial mailers, and that it would not restrict current options in any manner, as current customers could either choose to send the larger First-Class Mail postcards or continue to send their current size postcards. *Id.* The Postal Service expects to have no more than a negligible impact on its competitors. *Id.*

## II. COMMISSION ACTION

The Commission establishes Docket No. MC2021-104 to consider the Postal Service’s proposal described in its Notice. Interested persons may submit comments on whether the Notice is consistent with the policies of 39 CFR 3040.211. Comments are due by July 6, 2021.

The Notice and related filings are available on the Commission’s website (<http://www.prc.gov>). The Commission encourages interested persons to review the Notice for further details.

The Commission appoints Richard A. Oliver to serve as Public Representative in this proceeding.

### III. ORDERING PARAGRAPHS

*It is ordered:*

1. The Commission establishes Docket No. MC2021-104 for consideration of the matters raised by the Notice of the United States Postal Service of Update to the Maximum Size Limit for Presorted First-Class Mail Postcards, filed June 23, 2021.
2. Pursuant to 39 U.S.C. 505, Richard A. Oliver is appointed to serve as an officer of the Commission (Public Representative) to represent the interests of the general public in this proceeding.
3. Comments by interested persons are due by July 6, 2021.
4. The Secretary shall arrange for publication of this Order in the *Federal Register*.

By the Commission.

Mallory Smith  
Federal Register Liaison